

## ***Department of Community & Culture (DCC)***

*Lead - Leo Gonzalez*

DCC: To enhance the quality of life for the people of Utah, DCC creates, preserves and promotes community and cultural infrastructures.

### **Goal 1– Spanish Language Outreach Project**

Assist the Utah State Library with service and program outreach to the Spanish-speaking community.	
<b>Goal</b>	Promote expanding library services to the Spanish-speaking residents of Utah.
<b>Action Steps</b>	<ol style="list-style-type: none"> <li>1. Partner with the Utah State Library to identify and promote specific services and programs for Spanish-speaking patrons.</li> <li>2. Create and implement an outreach plan with the Utah State Library to assure culturally competent services and programs (e.g. bookmobile, PIONEER on-line guide, collections) are provided.</li> <li>3. Provide culturally competent Spanish translation for the PIONEER on-line guide.</li> <li>4. Provide culturally competent consultation in the selection of Spanish language materials.</li> </ol>
<b>Deliverable</b>	Culturally competent outreach plan for bookmobile service, a Spanish translation of the PIONEER on-line guide, and recommendations for a culturally competent collection of Spanish language materials.

### **Goal 2 – Spanish Language Radio Program**

In partnership with relevant State agencies and community-based organizations identify Spanish-speaking library patrons with disabilities.	
<b>Goal</b>	Assist the Utah State Library in identifying Spanish-speaking library patrons with disabilities, selecting materials and recruiting volunteers to participate in the radio show.
<b>Action Steps</b>	<ol style="list-style-type: none"> <li>1. In partnership with the Utah State Library select culturally competent materials to be read in Spanish.</li> <li>2. Recruit and train volunteers to read materials in Spanish.</li> <li>3. Contact the State agencies and community-based organizations who have access to the target population about the Spanish radio program.</li> </ol>
<b>Deliverable</b>	A Spanish language radio program for people with disabilities.

## ***Department of Community & Culture (DCC)***

*Lead - Andrea Sainz*

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### **Goal 1– Ethnic News Conference**

The Ethnic News Conference is an opportunity for the Governor to address issues impacting the ethnic community with members of the ethnic media as well as mainstream media.

<b>Goal</b>	To nurture a relationship with the ethnic media as a voice for the ethnic community.
<b>Action Steps</b>	<ol style="list-style-type: none"> <li>1. Assist with coordinating regularly scheduled news conferences.</li> <li>2. Draft news releases for approval by the department's communication director.</li> <li>3. Distribute news release via phone, fax and e-mail.</li> <li>4. Secure attendance of ethnic media by making phone calls to members of the ethnic media.</li> </ol>
<b>Deliverable</b>	Ensure the participation of at least one member representing each ethnic group at the regularly scheduled press conference where the ethnic media can directly speak with the Governor about issues pertinent to their audience. Provide direct information from State government on ethnic issues.